

JOB TITLE**Publicity Officer/Newsletter Editor****THE PURPOSE OF THE POSITION**

To publicise Du3a locally and regionally as appropriate.

RELATIONSHIP WITH THE COMMITTEE

All members with regard to current advertising activity and any likely impact on them.

Communications officer for proof reading of articles and to support communications strategy.

Speaker Organiser for information on monthly speakers.

Committee Information Administrator to exchange information and ensure consistent messages.

Groups Coordinator / Group leaders for interesting stories and photographs to illustrate what the u3a can offer.

Treasurer to agree budget.

OUTSIDE AGENCIES

Local press. Village and church magazine editors.

Libraries.

Public display board managers e.g. supermarkets, town council, shops.

National and Essex u3as.

District and Parish Councils

DUTIES AND RESPONSIBILITIES

- Gather information from the committee and membership for inclusion in advertising material. This could be for reports on both future and past events.
- Prepare and send a monthly media release following the monthly meetings which may include a synopsis of the speaker(s) or other interesting stories and items for the next meeting including the speaker, time, venue.
- Place posters on local display boards to advertise the next meeting.
- Build up a list of local and regional media.
- GDPR – ensure consent is obtained to take and display personal photographs. For large groups, ask people to step out of the shot if they are not willing to have their photograph taken.
- Prepare ad hoc media releases using u3a guidance on what makes a good news story and what should be included in a media release.
- Provide information as requested from website enquiries.

- As keeper of the u3a laminator, laminate posters as required by committee members.
- Work within the allocated media budget.
- Send a monthly email to group leaders and committee members requesting interesting news and pictures for consideration in the monthly media release.

KNOWLEDGE AND SKILLS

- Good communication skills
- Computer and IT skills as required for the role, including word processing
- Attention to detail
- Proactive

Issue Date: February 2020